What are SMART Objectives?

- An objective describes results to be achieved and how they will be achieved. Objectives are more immediate than goals; they represent mileposts to be achieved relevant to achieving corresponding goals.
- Because objectives detail program activities, multiple objectives are generally needed to address a single goal.
- Objectives are the basis for monitoring progress toward achieving program goals and setting targets for accountability

SMART Objectives are:

1. <u>Specific</u>:
   - Objectives should provide the "who" and "what" of program activities.
   - Use only one action verb since objectives with more than one verb imply that more than one activity or behavior is being measured.
   - Avoid verbs that may have vague meanings to describe intended outcomes (e.g. "understand" or "know") since it may prove difficult to measure them. Instead, use verbs that document action (e.g., "At the end of the session, the students will list three concerns...")
   - Remember, the greater the specificity, the greater the measurability.

2. <u>Measurable</u>:
   - The focus is on "how much" change is expected. Objectives should quantify the amount of change expected. It is impossible to determine whether objectives have been met unless they can be measured.
   - The objective provides a reference point from which a change in the target population can clearly be measured.

3. <u>Achievable</u>:
   - Objectives should be attainable within a given time frame and with available program resources.

4. <u>Realistic</u>:
   - Objectives are most useful when they accurately address the scope of the problem and programmatic steps that can be implemented within a specific time frame.
   - Objectives that do not directly relate to the program goal will not help toward achieving the goal.

5. <u>Time-phased</u>:
   - Objectives should provide a time frame indicating when the objective will be measured or a time by which the objective will be met.
   - Including a time frame in the objectives helps in planning and evaluating the program.